

**WHAT IS CLAIMED IS:**

1. An interactive audio system, comprising:

a home audio system having a user interface;

a communication device connecting said home audio system to a telephone;

5 an audio player receiving music signal and audibly playing music pieces from said music signal;

a rider buffer storing data corresponding to said music pieces;

a main processor receiving a programming signal and a rider signal from a program transmission channel and directing said programming signal to the audio player  
10 and storing the rider signal in the rider buffer;

an ordering interrupter;

wherein upon receiving a command from the user interface, said ordering interrupter instructs the communication device to establish communication with an ordering center via said telephone, and places an order for a hard copy of the music piece  
15 corresponding to the data stored in said rider buffer.

2. The system of claim 1, further comprising an ordering memory having ordering data stored therein.

20 3. [canceled] The system of claim 1, wherein said programming and rider signals comprise radio transmission.

4. [canceled] The system of claim 1, wherein said programming and rider signals  
comprise data transmission.

5 5. The system of claim 1, wherein said communication device comprises a cellular  
phone.

6. The system of claim 1, wherein said communication device comprises a modem.

7. [canceled] A method for soliciting and receiving for merchandise, comprising:

10 transmitting a programming signal; and

transmitting a rider signal comprising a rider ID and a merchandise code.

8. [canceled] The method of claim 7, wherein said rider further comprises ordering  
contact data.

15 9. [canceled] The method of claim 7, further comprising establishing a channel of  
communication with a recipient of the programming signal and obtaining a  
merchandise order corresponding to the rider signal.

20 10. A method for music order placement using a system having an audio part,  
comprising:

storing in said system personal ordering information;

receiving a programming signal from a program transmission channel in said system and sending the programming signal to the audio part to audibly play music pieces included in said programming signal;

receiving a rider signal corresponding to said music pieces in said system and  
5 storing said rider in a rider buffer;

upon receiving an ordering command, establishing a telephone communication channel with an ordering center and placing an order for a hard copy of the music piece corresponding to said rider and said personal ordering information.

10 11. [canceled] The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a telephony system.

12. The method of claim 10, wherein said step of establishing a communication channel comprises establishing connection over a computing system.

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